

destination
DCTM

MEMBER TOOLKIT



WELCOME

WELCOME TO THE DESTINATION DC (DDC) MEMBER TOOLKIT!

In this member toolkit you will find all the tools and resources necessary to help you maximize your membership.

If you have any questions, please do not hesitate to contact your account manager or email membership@washington.org.

We look forward to working with you!

The Destination DC Membership Team

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MEMBER BENEFITS

- Exclusive member events
- Member Directory



CONNECTIONS

- Listings on washington.org
- Listings in publications



VISIBILITY



RESOURCES

- Member Extranet
- 2-year Convention Calendar
- Market intelligence



WAYS TO ENGAGE

- Co-ops
- FAM tours
- Marketing campaigns



Discover our full member benefits at washington.org/memberbenefits



CONNECTIONS

Meet the right industry professionals to help grow your business.

MEMBER EVENTS

Cultivate relationships and build business by attending regular networking and educational events (1-2 per month). All employees of member organizations are welcome to come learn, network and socialize. Most (but not all) are free.

Members may also host or sponsor a member event. Dazzle Destination DC's membership with your venue and services. More than 4,000 industry professionals from 1,000 member businesses attend events annually.

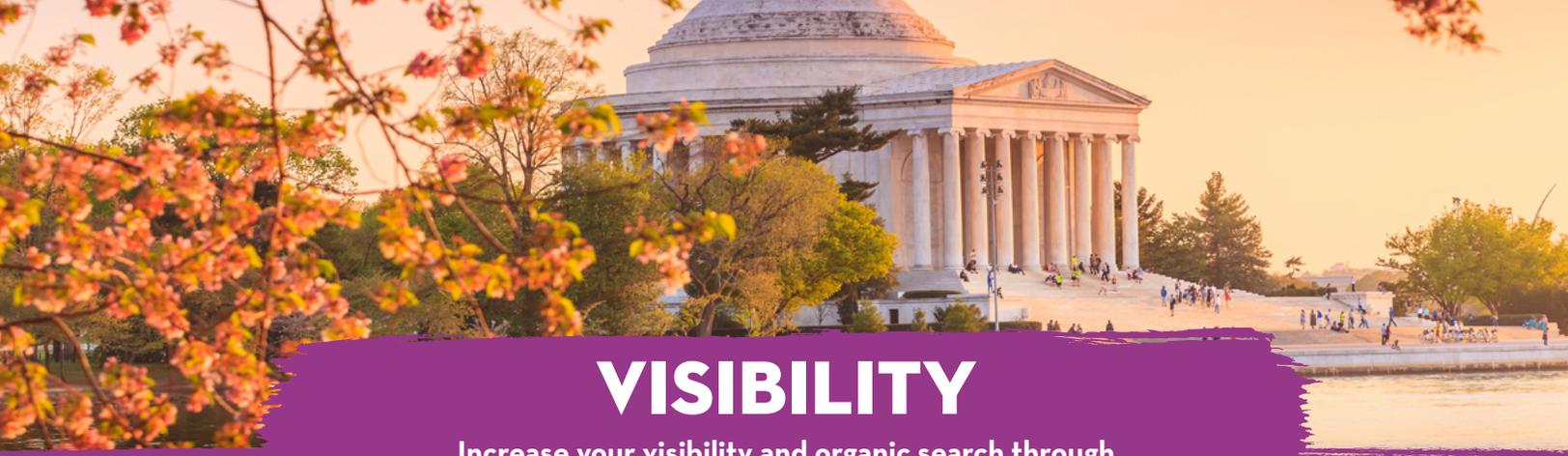
[View Upcoming Member Events >](#)



MEMBER DIRECTORY

Take the opportunity to strategically plan partnerships and collaborative initiatives with other members of Destination DC. The directory offers a resource for you to enhance your connections with the hospitality community. You can also find the Member Directory in the Member Extranet on the home page under "Partner Bulletins > Member Toolkit."

[View the Member Directory >](#)



VISIBILITY

Increase your visibility and organic search through our various marketing platforms.

WASHINGTON.ORG

Listings

Members receive a dedicated listing page on washington.org and/or washington.org/meetings (depending on service category).

Events

Upload your events to help boost attendance, sales and your organic search results.

Deals

The deals “sticky footer” appears on every page of washington.org. Upload deals and refresh them regularly.

PRO TIP

Upload your deals and events at least **2+ weeks in advance** to allow our team time to approve it and secure placement on washington.org.

SOCIAL MEDIA

Connect with Destination DC on social media. Use our hashtags [#MyDCcool](https://twitter.com/MyDCcool) or [#DestinationDC](https://twitter.com/DestinationDC) to promote your content and increase visibility.

PUBLICATIONS

Official Visitors Guide and Official Visitors Map

Audience: Leisure travelers

Event Planning Guide

Audience: Industry professionals and meeting and event planners

ADVERTISE

Members receive discounted advertising rates in official publications and on washington.org through our official publisher, Miles Partnership.

[Explore the media kit >](#)





SOCIAL MEDIA FOR MEMBERS

How DDC can help amplify your online story

OUR STRATEGY

The DDC social media strategy is largely user generated.

- The goal is to highlight the experience of visiting Washington, DC as seen through guests' eyes.
- This shows DC in an authentic way and drives engagement and is especially true on the consumer Instagram channel, where nearly all images have been reposted, not created by us.

The images most often don't have words or text and rarely feature specific brands.

- The DDC team turns first to washington.org for story ideas including the events calendar, deals and member listings for photos.
- The team often links our social media posts to content rich pieces on washington.org such as
 - 100+ Free Things to Do
 - 20+ Hot Restaurants to Try Now in Washington, DC
 - 16 Can't Fail First Date Ideas in Washington, DC

WHAT YOU SHOULD DO

1. Use #MyDCcool or #DestinationDC when you post. We may like, re-post, or add to our features. (when your story is relevant to visitors or our industry).
2. Sell the experience, not the offer. And know your audience.
3. Ensure photos you share are emotive and in focus.
4. Grant permission for sharing when asked.
5. Be sure to regularly refresh your content.
6. Share updates with your account manager.

WHERE YOU'LL FIND US

	CONSUMER	INDUSTRY
#	#MyDCcool	#DestinationDC #DCcoolMeetings
f	@washingtondc	/DestinationDC
t	@washingtondc	@DestinationDC
o	@visitwashingtondc	@destinationdc
in	n/a	/destination-dc



RESOURCES

Members-only information and tools that work for you.

MEMBER EXTRANET

The members-only portal where many of the essential processes of your membership live.

ACCOUNT MANAGEMENT

Keep your account current by editing your web and/or publication listings, refreshing your amenities and updating staff listings so the right people are in-the-know. Experience best in class account management from our team.

MEMBER-EXCLUSIVE DATA

Members receive monthly reports within the member enews to help you understand the market and shape business strategies.

- Hotel occupancy and ADR
- Domestic and international airport arrivals
- National Park Service and Smithsonian visitation
- Destination DC services including website visits, call center requests and earned media value

Hotel members also receive monthly Sales Reports.

- Confirmed and lost business
- Pace and booking reports for the convention center and other locations
- FuturePace Report

2-YEAR CONVENTION CALENDAR

This calendar includes confirmed meetings and events. You can plan your strategy, inventory, staffing and outreach when you know who will be in town and when.

LEADS AND REFERRALS

When meeting planners and tour operators are looking for recommendations, they turn to Destination DC. We share those leads and referrals with members, generating a potential pipeline for your business.

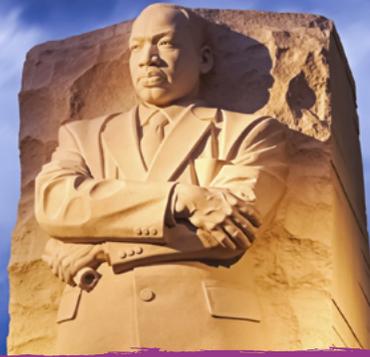
ACCESS TO OUR PHOTO ARCHIVES

Members can browse photos/videos available for editorial use with credit to courtesyofwashington.org.

[Download images >](#)

USE OF OUR “PROUD TO BE A DDC MEMBER LOGO”

As an official member of Destination DC, you may use our logo in email signatures or on your business' website.



WAYS TO ENGAGE

Leverage the DDC team and programs to your benefit.

SEND US YOUR NEWS

Email our media relations team at dcmedia@washington.org with your press releases so we know your key message points, successes and updates to include in media pitches to domestic, international and convention trade as appropriate.

FAMILIARIZATION TOURS (FAMS)

We host more than 50 FAMS a year for tour operators around the globe, journalists and meeting planners. Get to know our marketing, tourism and sales teams and respond “Yes!” when asked to offer services.

CO-OPS

Build your business at affordable prices. Destination DC purchases and/or organizes member-only co-op opportunities; members pay to participate with Destination DC at rates far more affordable than these programs would cost individually and in experiences not available to individual businesses.

[Learn more about Co-ops >](#)

VIRTUAL ENGAGEMENT

Members can engage with our clients and customers through virtual sales missions, co-ops and FAMS.

DINING AND DRIVING POWER

Partners offer complimentary services and interact directly with potential clients and journalists while they are planning events or stories and partners receive detailed information for follow-up.

[Learn more about Dining & Driving >](#)

JOIN OUR MARKETING CAMPAIGNS

We offer special member-focused marketing campaigns such as seasonal campaigns and Stay Local DC. We provide the outreach, you provide the special content to wow consumers.

HOTEL-SPECIFIC MEETINGS

Destination DC hosts meetings with hotel member directors of sales and marketing for accommodations members to learn about the latest updates, trends and address obstacles to winning meetings business.



HOW TO USE THE MEMBER EXTRANET

Access the Member Extranet at members.washington.org.

UPDATE YOUR ACCOUNT INFORMATION

1. Click on “Profile” tab on the left-hand side of the homepage and choose “Accounts”
2. Choose the eye icon to the left to review account information. 
 - Contact your account manager if anything has changed (FYI - You can see who your account manager is in this step).
3. Click “Return.” Use the triangle icon to manage Amenities and Meeting Space information.
4. Save after making changes.

UPDATE YOUR LISTINGS

1. Go to the “Collateral” tab and select “Listings”
2. Find either “Leisure Traveler Web” and/or “Meeting Planner Web” link
 - Leisure Traveler Web Listings should be directed at the leisure visitors
 - Meeting Planner Web Listing should be directed at meeting planners and travel trade professionals.
3. Select the pencil to the left to edit. 
4. Include links at the bottom to your Open Table, Yelp and TripAdvisor pages.
5. Save

Visitors Guide & Event Planning Guide listings are only available to be edited during select times of the year. Members will be notified by email when the publication window is open.

UPLOAD PHOTOS

1. Go to the “Collateral” tab and select “Media”
2. You are now looking at your photo bank. These images remain idle until you attach them to a listing or special offer.
3. Click on the blue box labeled “add new media” to upload photos to this bank
4. Save

ADD EVENTS & DEALS

1. Go to the “Collateral” tab and select “Calendar of Events/Special Offers”
2. Add Event/Offer and fill in required fields
3. Save

Check out these training videos on how to:

[Upload your events >](#)

[Upload your deals >](#)

TIP

You can find training videos on the [Member Extranet >](#). If you need assistance resetting your password, email membership@washington.org.



MAKING CONVENTIONS WORK FOR YOU

How to Maximize Your DDC Member Resources for Convention Business

WHAT'S THE DEAL WITH CONVENTIONS?

Meetings and conventions bring millions of people to Washington, DC annually and generate billions of spending at local businesses. Hotels receive direct benefit from conventions with room bookings. Service providers, such as audio-visual companies, caterers, destination management companies, transportation providers, restaurants, bars and event venues, may receive booked business during a convention. Many conventions offer pre- or post-excursions for delegates or staff, generating business for attractions, tours, retail and recreation. All members benefit from conventions. Here is some important information about how you use your DDC member resources to make conventions work for you:

WHAT IS A CITYWIDE?

A Citywide for Washington, DC is defined as a meeting or event that includes 2,500 rooms or more on peak and requires a minimum of three (3) or more hotels to accommodate the room block

WHAT IS A MINIWIDE?

A meeting or event that includes 1,350-2499 room nights on peak.

HOW DO HOTELS RESPOND TO A LEAD?

1. Login to the Member Extranet
2. Go to "Opportunities" tab and select "RFP"
3. Click the "eye" icon, review the RFP information, then scroll down to "actions" and select the "plus sign" to respond.

[Learn how to respond to leads >](#)

THINGS TO KNOW:

- Your response is only forwarded to the Destination DC Sales Representative sourcing the lead
- Timeliness is key! Your DDC Sales Representative has set a deadline for your response that is prompted by the clients' ultimate deadline. DDC must receive your information by that date to compile the final bid for the city.
- Please respond to the specific questions that are outlined on the lead sheet. These questions are relayed from the client's initial ask and could be related to meeting space, rebates, commissions, concessions, etc.
 - Key points in your responses:
 - Include the number of rooms your hotel can offer on peak
 - Give a current year rate
 - Specify an annual percentage escalator
- It is Destination DC's goal to present the client a comprehensive and clear grid so that client can compare "like" responses. If you must vary from this formula, please specify the exact terms of your offer.



MAKING CONVENTIONS WORK FOR YOU

How to be an A+ Convention Services Partner

SERVICE REQUESTS

Service requests are direct business opportunities from DDC clients and require a quick and thorough response.

- Respond to the request quickly and thoroughly. Often this information is needed ASAP and the quickest responses are the ones considered. Please let the Convention Services Manager (CSM) know if you can not make the deadline.
- Do not submit incomplete responses.
- Even if the request does not have a lot of details, please quote pricing/availability, as you are able.
- Address your response directly to the client. DDC's Convention Services managers assist the client, but they are NOT the one planning the event.
- If you choose not to bid on the business please respond appropriately - do not ignore the request.

Service Requests

1. Login to the Member Extranet
2. Click "Opportunities"
3. Select pencil icon next to service request
4. Click the plus button under "Actions"

[View Training video >](#)

PARTNER REFERRALS

Partner referrals are a notice from DDC to members that your information has been shared with a client. No action is needed.

- Partner referral notices do not include client contact information and do not require a member response.
- We do not include client contact information for two reasons:
 - They are not ready to contract or have no actual date or details yet.
 - They want to research on their own.
- Be prepared for the client to reach out directly for more information in the future.
- Oftentimes, Referrals lead to Service Requests. Clients will vet the referral lists then select to whom they want DDC Convention Services to send the RFP.

Partner Referrals

1. Login to the Member Extranet
2. Click "Opportunities"
3. Review a list of client(s) we have shared your business with. No action needed.



MAKING CONVENTIONS WORK FOR YOU

How to be an A+ Convention Services Partner (Cont.)

CONVENTION CALENDAR

This calendar includes confirmed meetings and events. You can plan your strategy, inventory, staffing and outreach when you know who will be in town and when.

- Reach out to clients up to two years in advance to explore needs they may have for their conventions
- Tailor emails to their industry and make them feel personalized.
- Members should contact clients at the beginning of these windows.
- Do NOT contact clients during the month of the meeting for the year prior to DC. Planners will not respond when they are busy prepping for the current year's meeting.

Access the 2 Year Convention Calendar and other Reports

1. Login to the Member Extranet
2. Click "Reports"
3. Convention Calendar
4. Click "Return" to view other reports

MEETING PLANNING TIMELINE*

VENUES

3-15+ months Unique venues

2-10 months Private dining for convention (board or award dinners, etc.) Exhibitors may reach out closer to event date.

VENDORS - VARIES

12- 16 months Decorator/General Service Contractor

6- 16 months DMC

13+ months Big name entertainment

3-10 months Small bands/entertainment

3-8 months Photographer

4-6 months Florist

3-12 months AV

3-6 months Caterer

*Due to the impact of COVID-19 on events, we've seen a slight shift in the planning timeline.

DESTINATION DC MEMBERSHIP CHECKLIST

Now that you understand what membership can do for your business, use this checklist to ensure you're maximizing your benefits.

WEEKLY

Access the members-only Extranet, where you control your account—members.washington.org

- Seek data, sales missions and occupancy reports
- Update your publication and web listings
- Refresh your photos, add your events and deals to washington.org
- Explore the 2-Year Convention Calendar, Member Toolkit and Member Directory
- Check DDC's Important Dates & Deadlines Calendar

Engage in social media

DDC can help amplify your business online when your story is relevant to visitors or our industry. Use our hashtags to promote your content and we may like it, and re-post it or add to our own features.

Consumer	#MyDCcool	Industry #	DestinationDC
Facebook	/WashingtonDC	Facebook	/DestinationDC
Twitter	@WashingtonDC	Twitter	@DestinationDC
Instagram	@VisitWashingtonDC	Instagram	@destinationdc
YouTube	/WashingtonDC	LinkedIn	/destination-dc

MONTHLY

Attend a member exclusive event

Cultivate relationships and build business by attending regular networking and educational events. All employees of member organizations are welcome to come learn, network and socialize. Most (but not all) are free. Explore details on washington.org/memberevents.

- Share updates** about your business with your account representative and dive into our monthly newsletters offering the latest media coverage, industry buzz and visitor statistics for the hospitality industry.

ANNUALLY

- Review** your advertising plan and ensure DDC's print and digital products are in the mix.

Meet with your account representative

- Watch the extranet training webinar** to ensure that you are up to date with the latest features. Also check out our department dish webinars, which will familiarize you with the scope of our work.

ONGOING

- Participate in exclusive members-only programs
- Consider hosting FAMiliarization tours
- Get involved with Dining or Driving Power (applicable for restaurant and transportation members)
- Join DDC in cooperative sales and marketing opportunities (Co-ops)
- Respond to leads and service requests on the member extranet as they present themselves
- Send openings to our job board: washington.org/industry-careers

Contact your account representative to learn more or email membership@washington.org

GLOSSARY

Every industry has its own language.
Here are some key terms to help you understand DDC's business.

DDC - Destination DC

DMO - Destination Marketing Organization

CVB - Convention & Visitors Bureau

Attrition - This means reducing the number of rooms in a block due to lack of "pick-up" based upon the original contract

Business Event Strategist - Meeting/event planner

Citywide Convention - 2,500+ room nights on peak

Compression - refers to when hotels (and nearby businesses) outside of the block may see more business as a result of a convention

DEI - Diversity Equity and Inclusion

EPG - Event Planning Guide, Destination DC's annual guide for meeting and event planners

Familiarization Tours (FAMs) - Familiarization Tours serve as educational trips for travel agents/tour operators who book trips to Washington, DC and sell DC to their clients

Ground Tour Operator - They facilitate tours in certain destinations on behalf of tour operators

Inbound Tour Operator - Tour operators that bring tourists into a country as a group or via individual tour packages

In-House Business - A meeting or event booked "in-house" is sold directly by a hotel team, not by DDC and does not usually involve building a block of rooms from multiple hotels. The convention services team may still support this group

Miniwide Convention - 1,350-2499 room nights on peak

OTA - Online Travel Agent, a web-based marketplace that allows consumers to research and book travel products and services. Examples include Expedia and Booking.com

Outbound Tour Operator - They work within their country to take travelers to other countries

OVG - Official Visitors Guide, Destination DC's bi-annual guide for visitors traveling to DC

Partner referral - A notice from DDC to members that your information has been shared with a client

PCA - Pandemic Compliance Advisor

Peak or On-Peak - Peak measures the size of a convention, referring to "room nights on peak," the day with the most hotel rooms booked

Receptive Tour Operator - They provide tourism products to tour operators in other markets

Resume - The services team sends a "convention resume" out two months prior to a convention to all DDC members. This contains event details and key aspects of the delegates' tendencies

RFP - Request for Proposal

Room Block - Hotels are responsible for helping to sell Washington, DC for meetings and events by providing competitive room rates and guaranteeing "blocks" of rooms for delegates

Service request - Direct business opportunities from DDC clients

Site or Site Visit - When the meeting planner is evaluating a city or planning event specifics, DDC's Convention Sales and Services Teams conduct a "site visit" or "site", personally escorting decision makers to event venues, hotels, restaurants and attractions to show off the city

Transient Business - Transient visitors are affiliated with a meeting or event. Usually, (but not always) transient guests pay higher hotel room rates than meeting delegates who may benefit from a pre-negotiated rate "in the block"